



Job Description for Creative Media Specialist

The position of **Creative Media Specialist** for the Green River Regional Educational Cooperative is designed to create and oversee media production and communication systems to increase brand awareness, increase revenue, and promote events of the cooperative. This individual would also provide back-up technical support for GRREC events and support staff multi-media production.

Qualifications:

- Experience, degree, or credentials in education, public relations, and/or creative media production preferred
- Proven record of success in a similar role

Knowledge and Abilities:

- Ability to manage the design, implementation, documentation, training, and troubleshooting of GRREC social media resources
- Strong organizational and time management skills
- Strong oral, written and interpersonal skills
- Evidence of digital creativity
- Capable of website management
- Strong technical skills in a variety of programs including Microsoft Office, Google Suite, Adobe Creative Cloud, social media management, and others
- Ability to lead and manage multiple projects to completion in a timely manner and according to deadlines
- Awareness of and ability to learn about standard media production software in order to create creative collateral for websites and social media

Annual Contract: 210 days

Reports to: Executive Director or Designee

Salary: Based on rank and experience in accordance with GRREC's Salary Schedule

Evaluations: Performed annually by the Executive Director or Designee

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Responsibilities:

1. Lead GRREC's Creative Media department, expanding the GRREC brand and voice.
2. Assist GRREC employees with video production and editing.
3. Learn and adapt to new technology as it relates to office practices and procedures.
4. Create a system and strategy for social media communications.
 - a. Promote GRREC events on multiple social networks, including Facebook and Twitter.
 - b. Promote and highlight GRREC districts on social media.
5. Foster long-term relationships with and support key professionals in GRREC districts.
6. Align GRREC websites with the organization's brand, strategy and standards.
7. Maintain website content, efficiency, quality, compliance, and user experience.
8. Create/implement strategies to improve website traffic.
9. Establish effective relationships and communication with the GRREC community.
10. Perform duties and responsibilities in a manner consistent with high professional ethics and courtesy.
11. Perform other duties as assigned by the Executive Director or Designee.